

100

Fig. 1

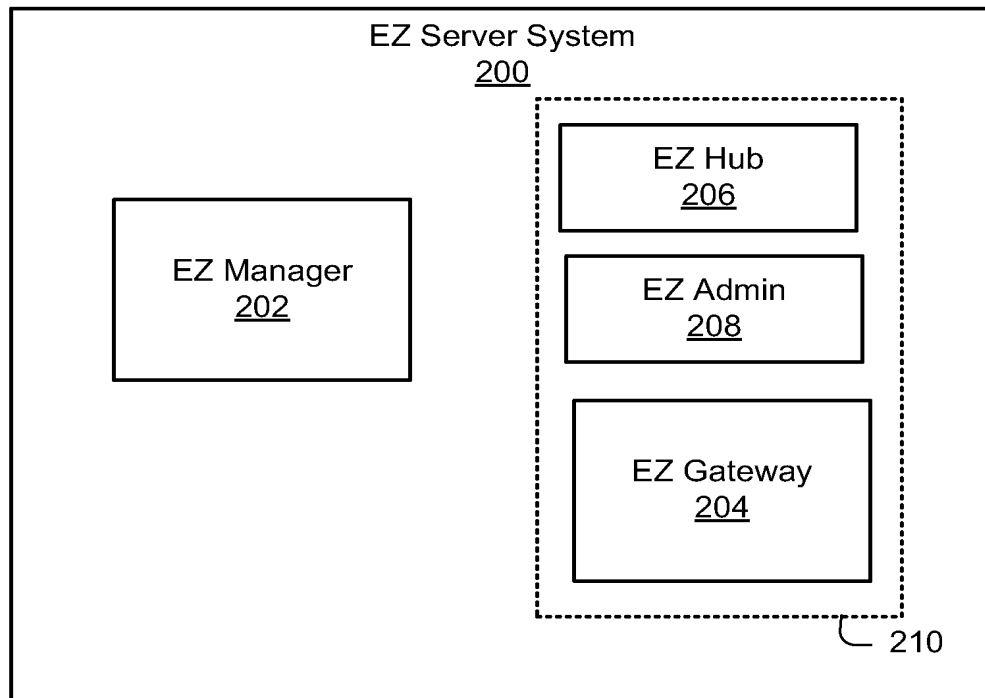


Fig. 2

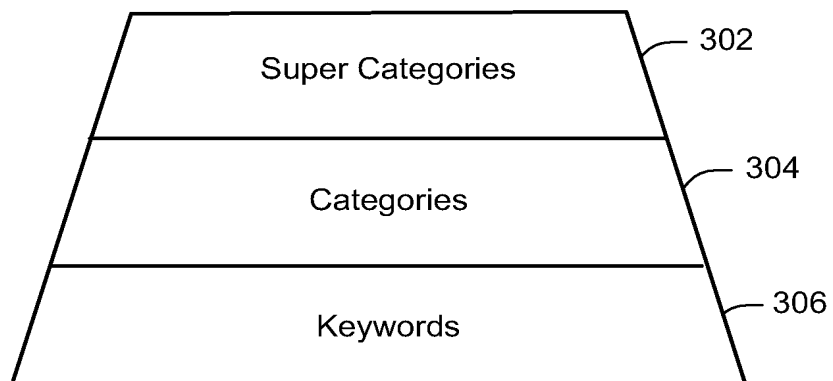
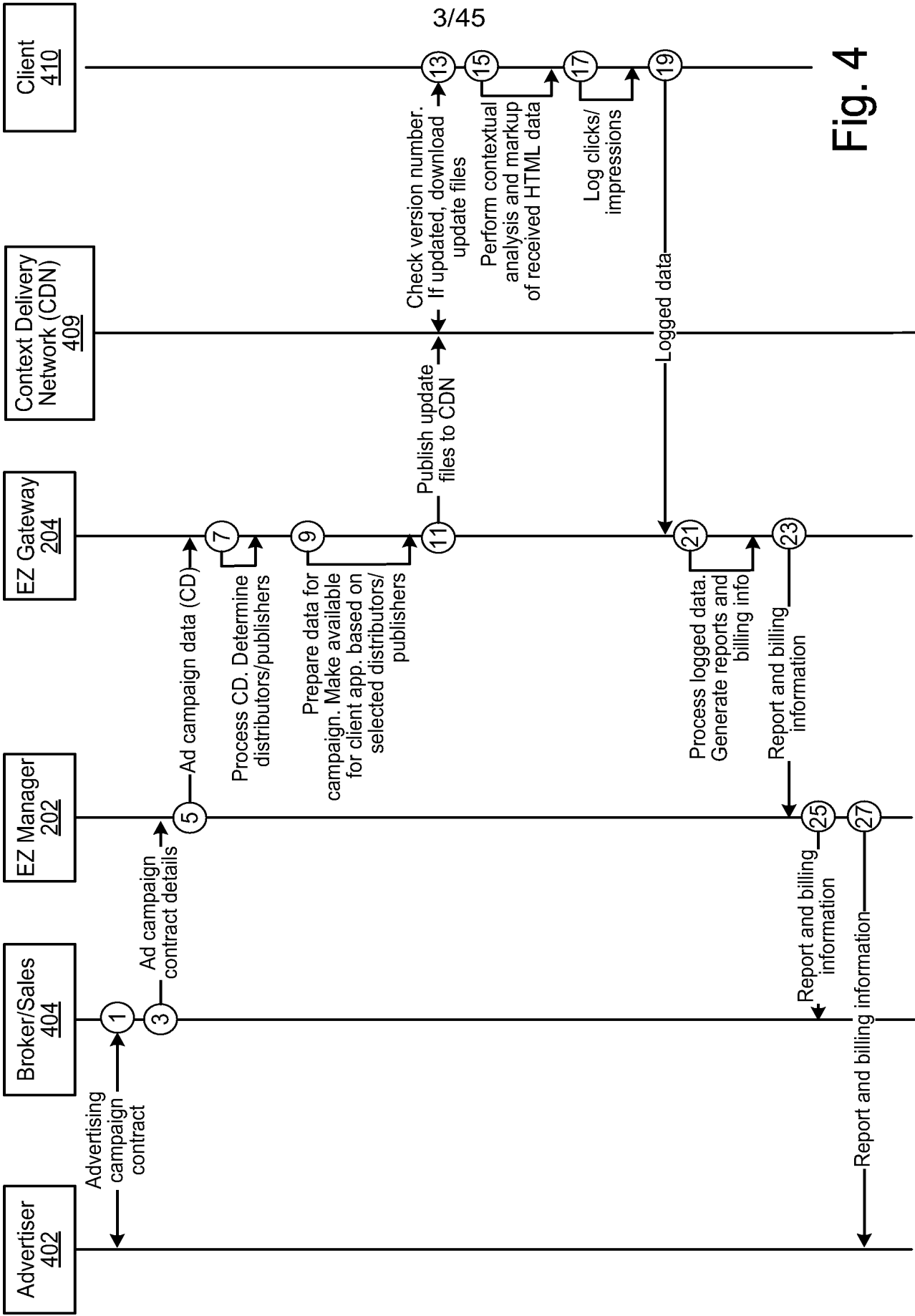


Fig. 3



3/45

Fig. 4

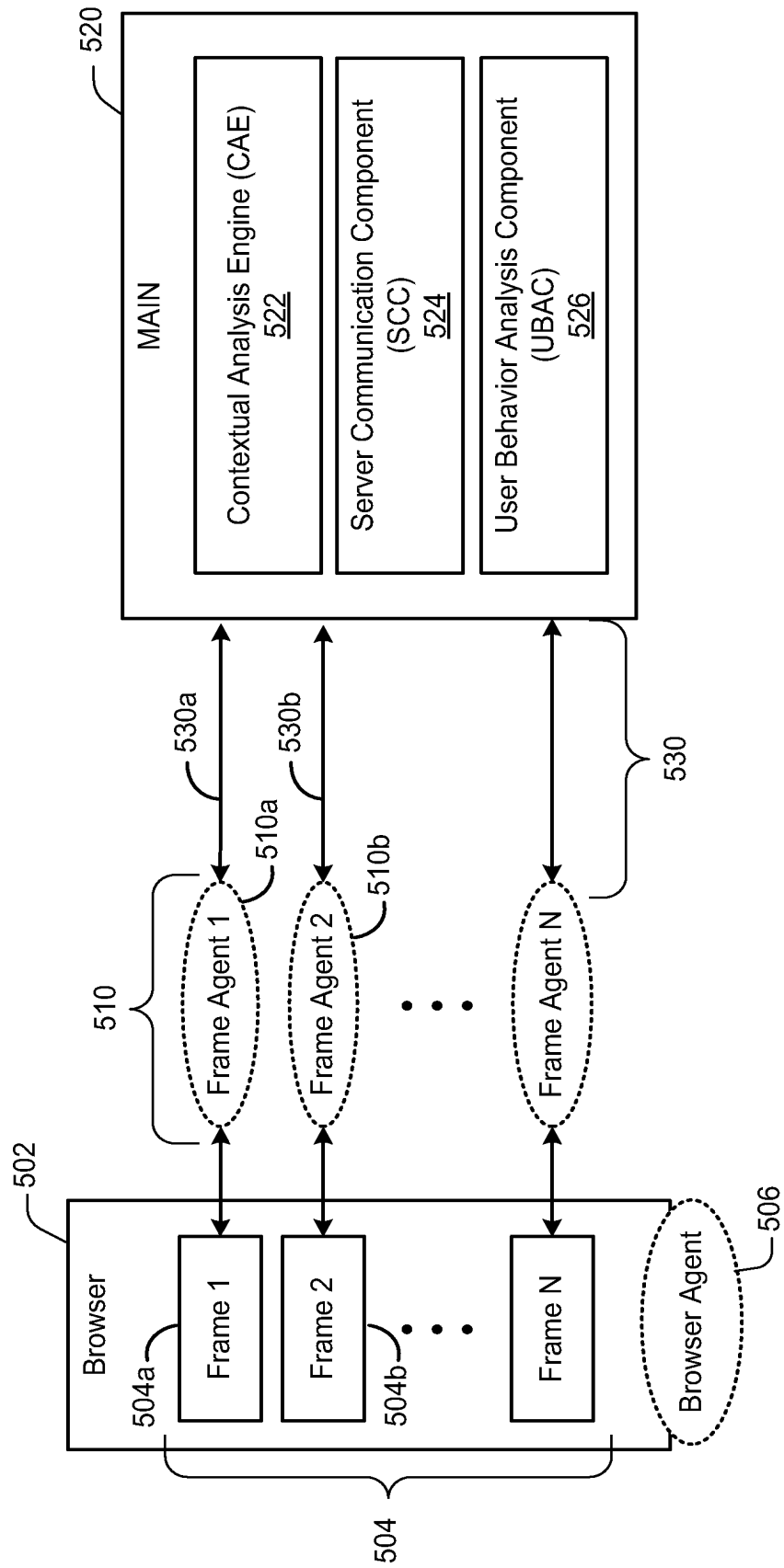


Fig. 5A

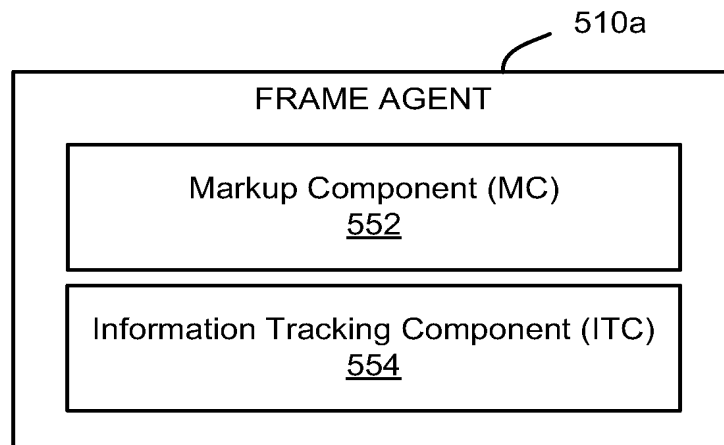


Fig. 5B

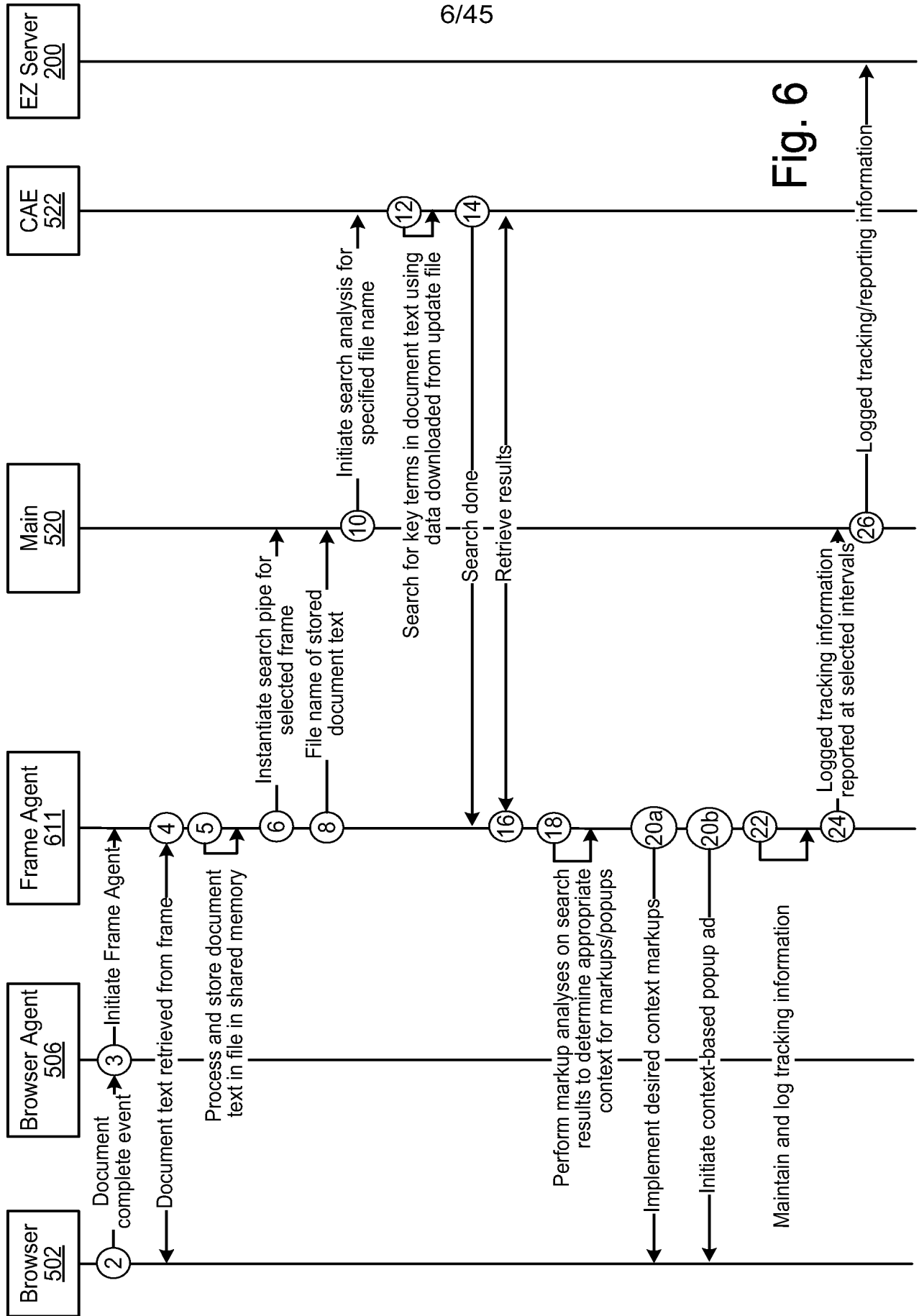


Fig. 6

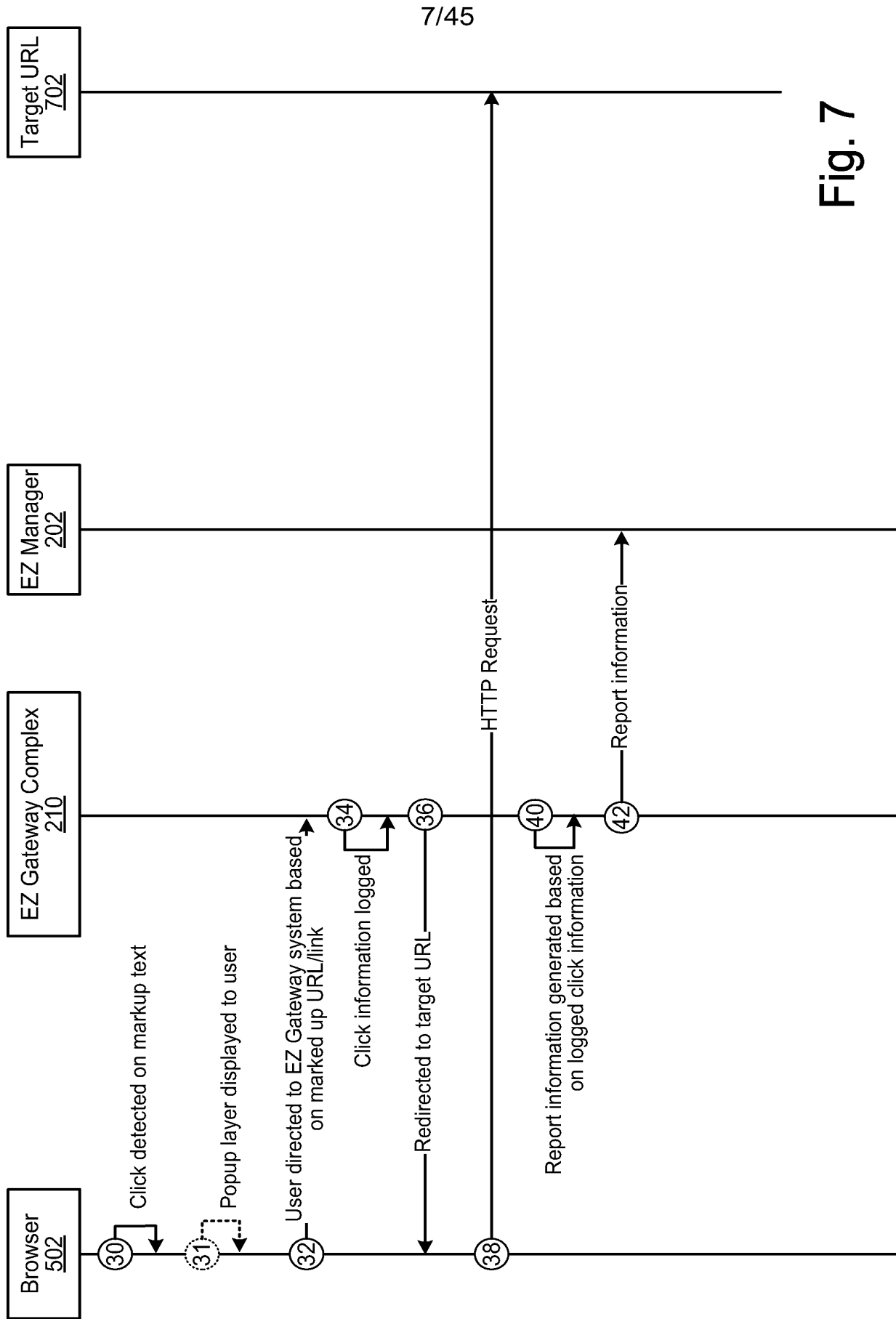


Fig. 7

Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator
802	804	806	808	812	814	816

Fig. 8

800

Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID
902	904	906	908	912	914	916	918

Fig. 9A

900

Site ID	Site Name	Group ID
1002	1004	1006

Fig. 10

1000

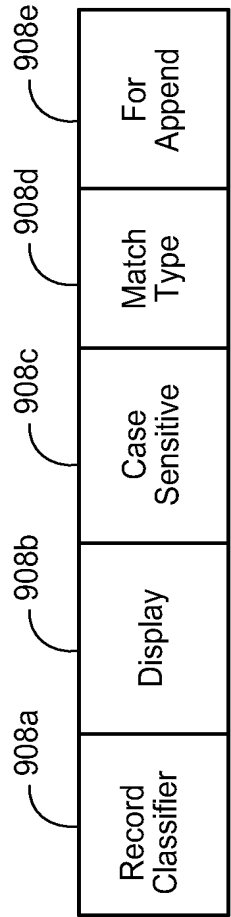


Fig. 9B

908

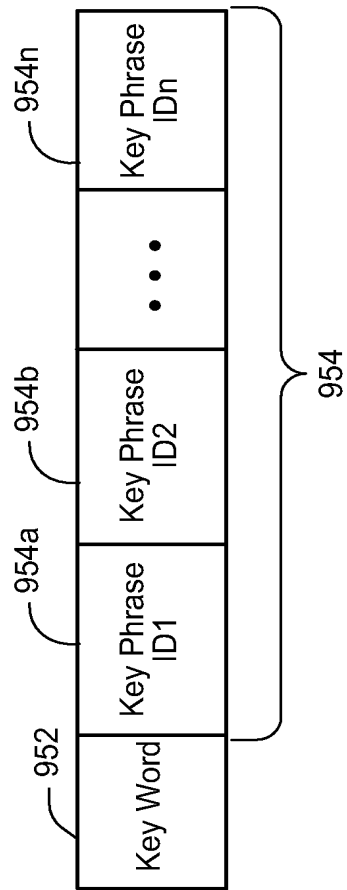


Fig. 9C

950

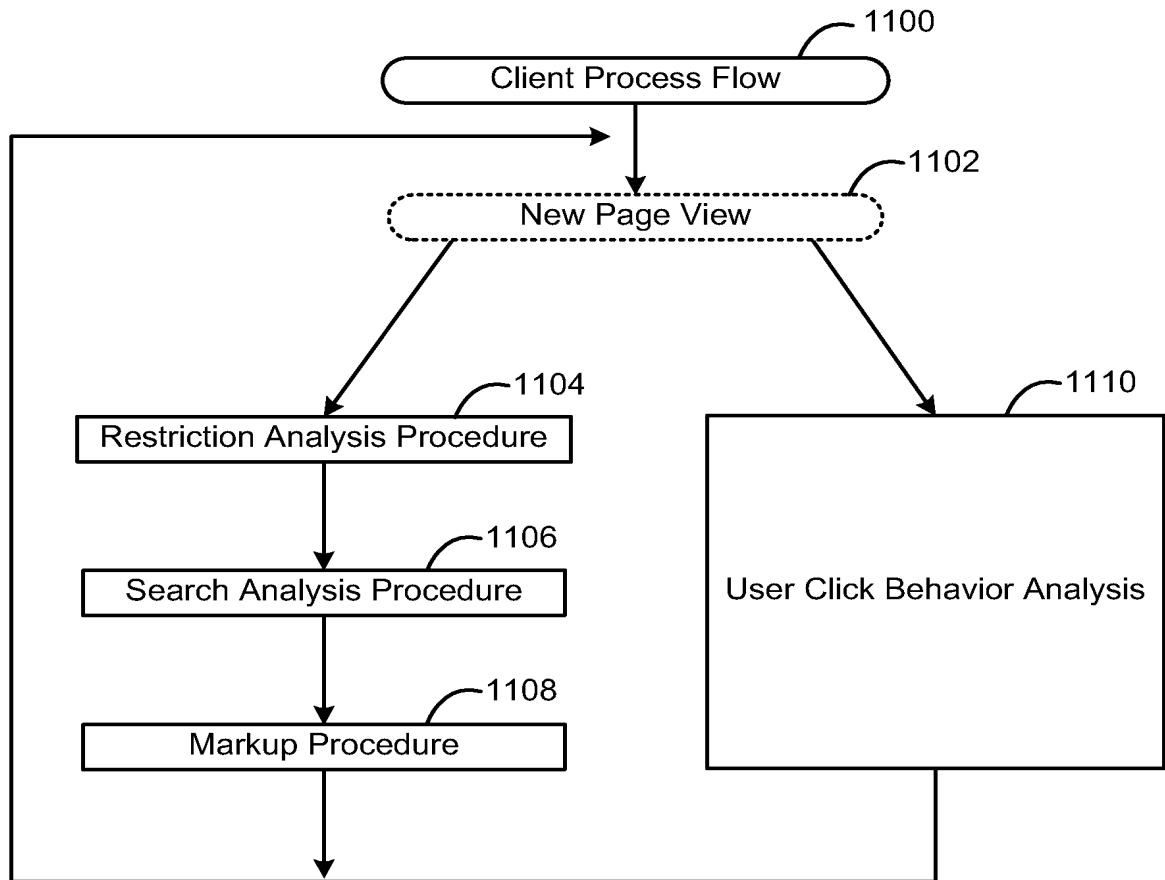


Fig. 11

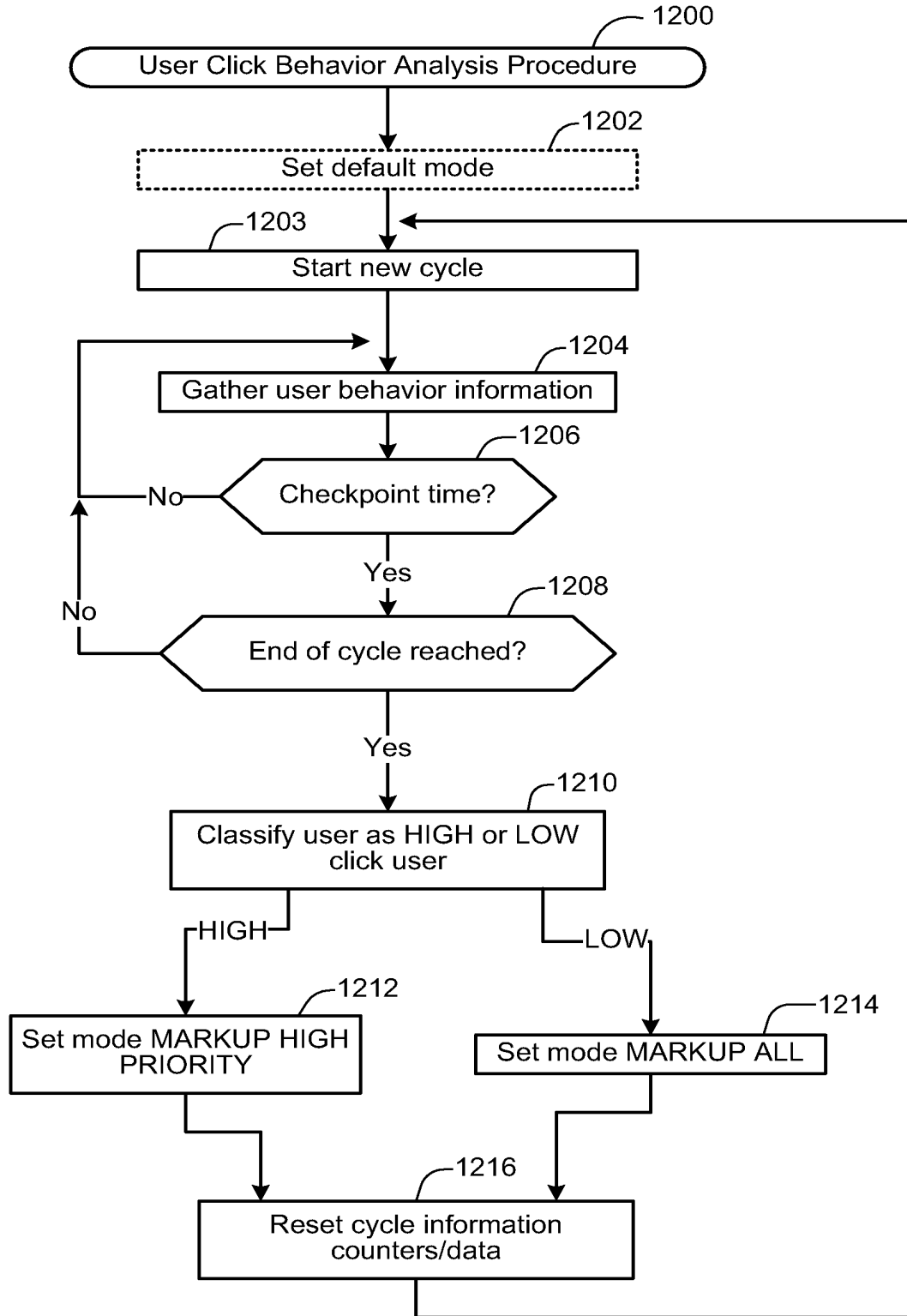


Fig. 12

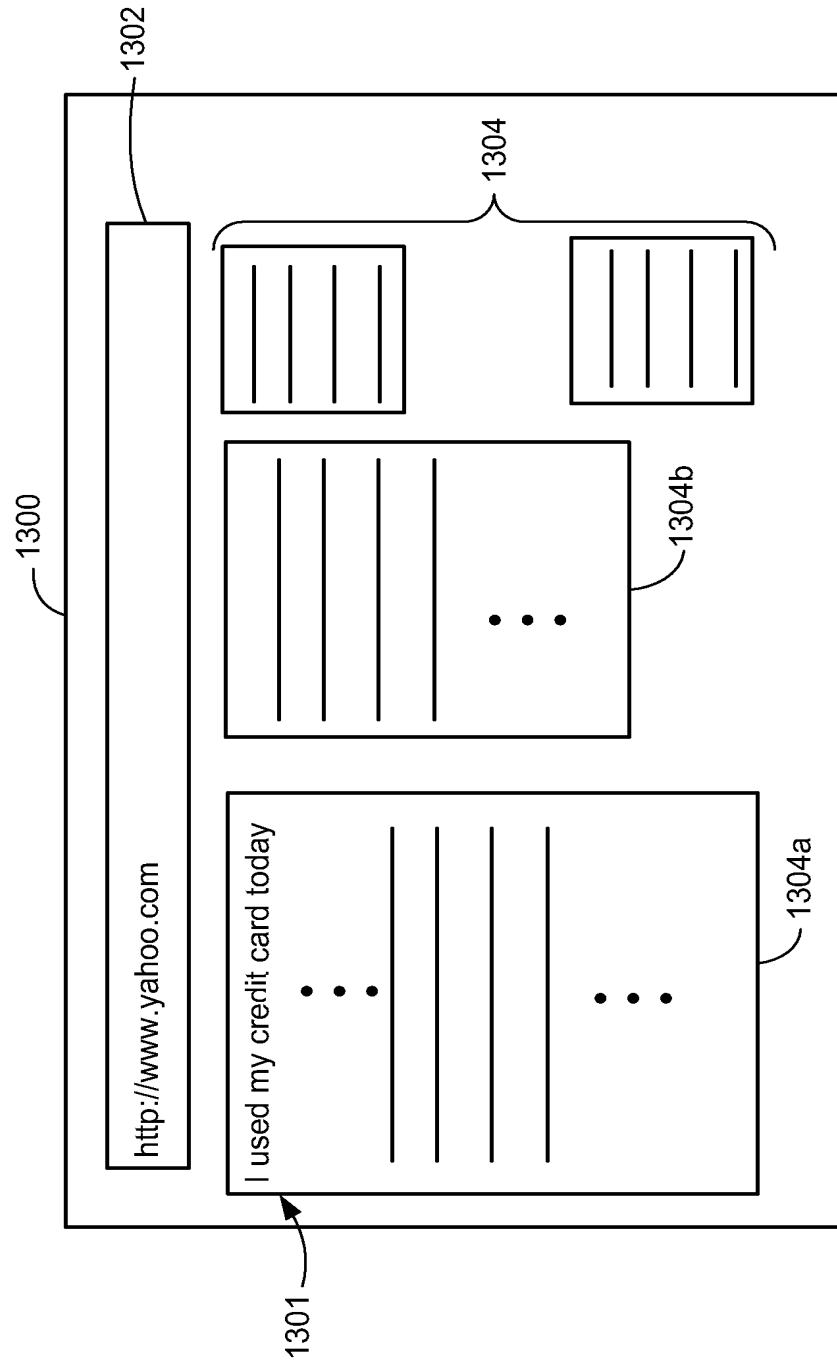


Fig. 13

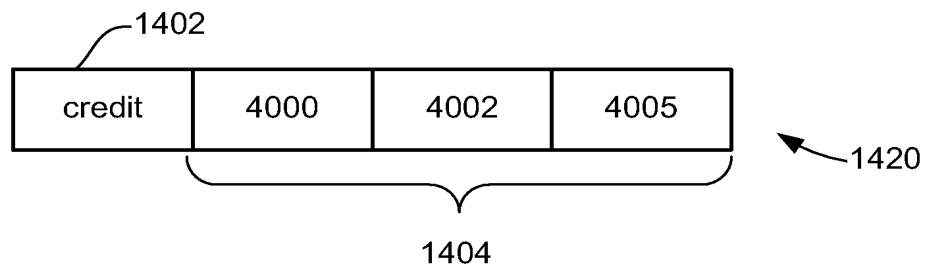


Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440

Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

1460

Fig. 14C

9000	5002	-	1480
------	------	---	------

Fig. 14D

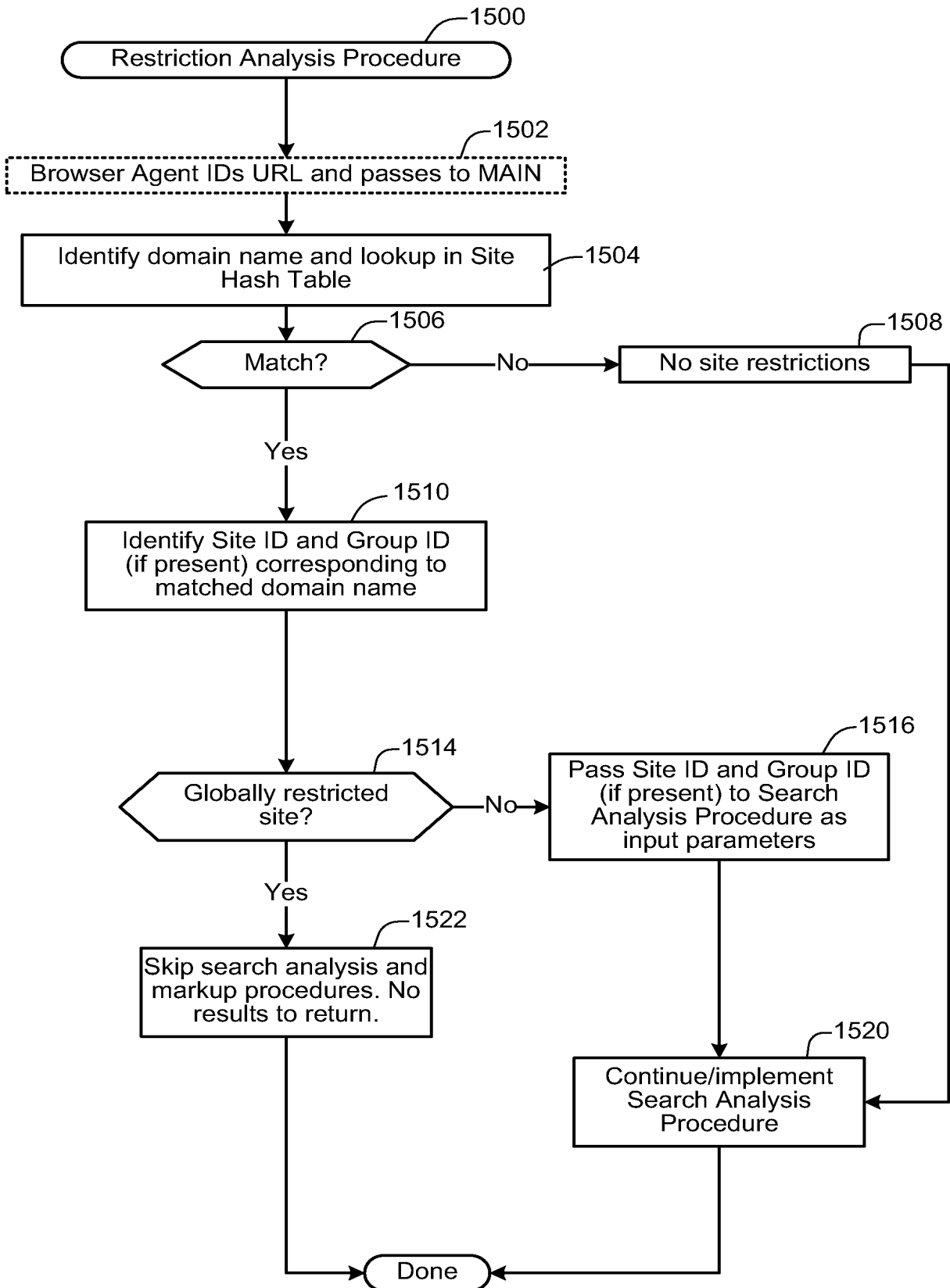


Fig. 15

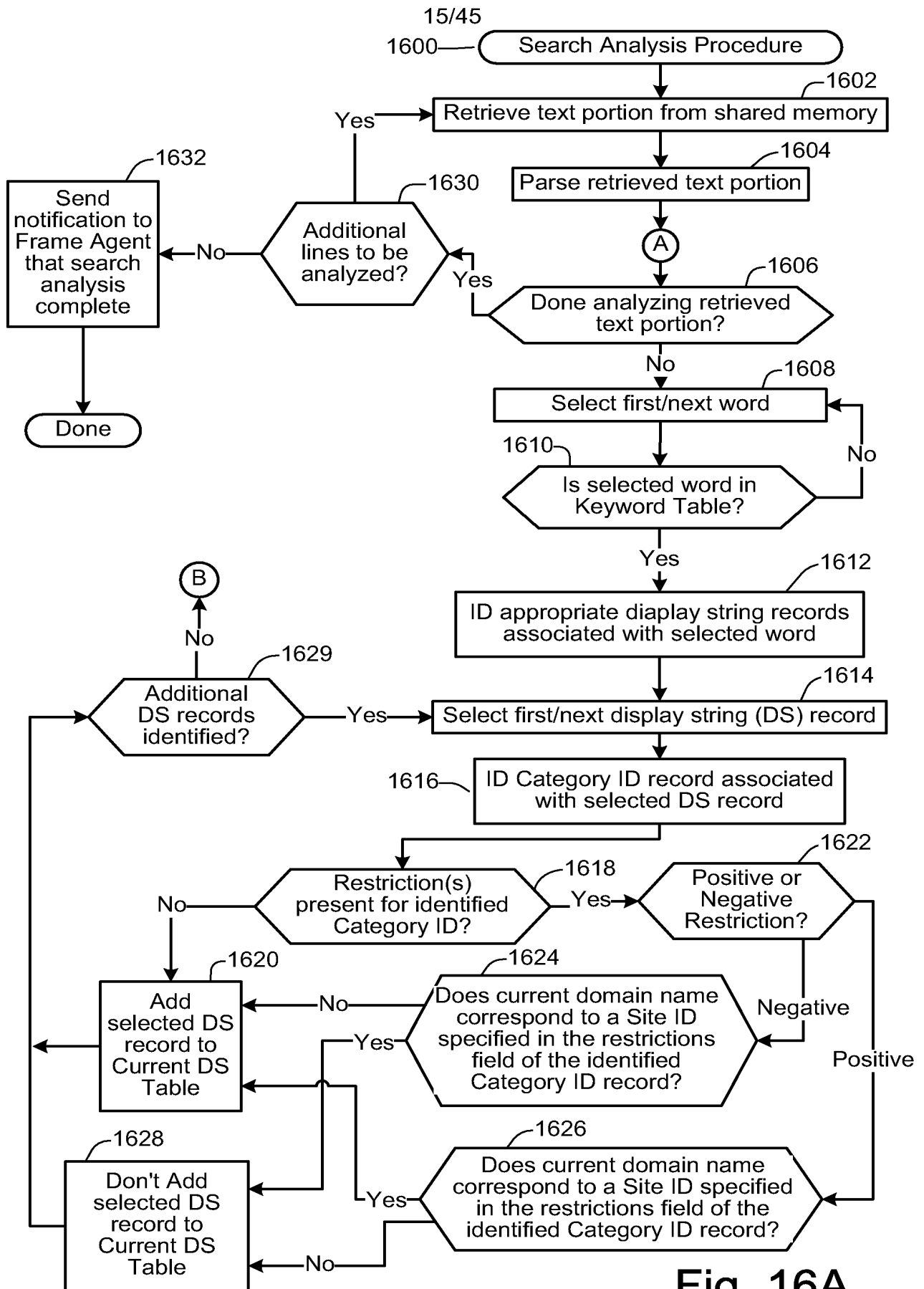


Fig. 16A

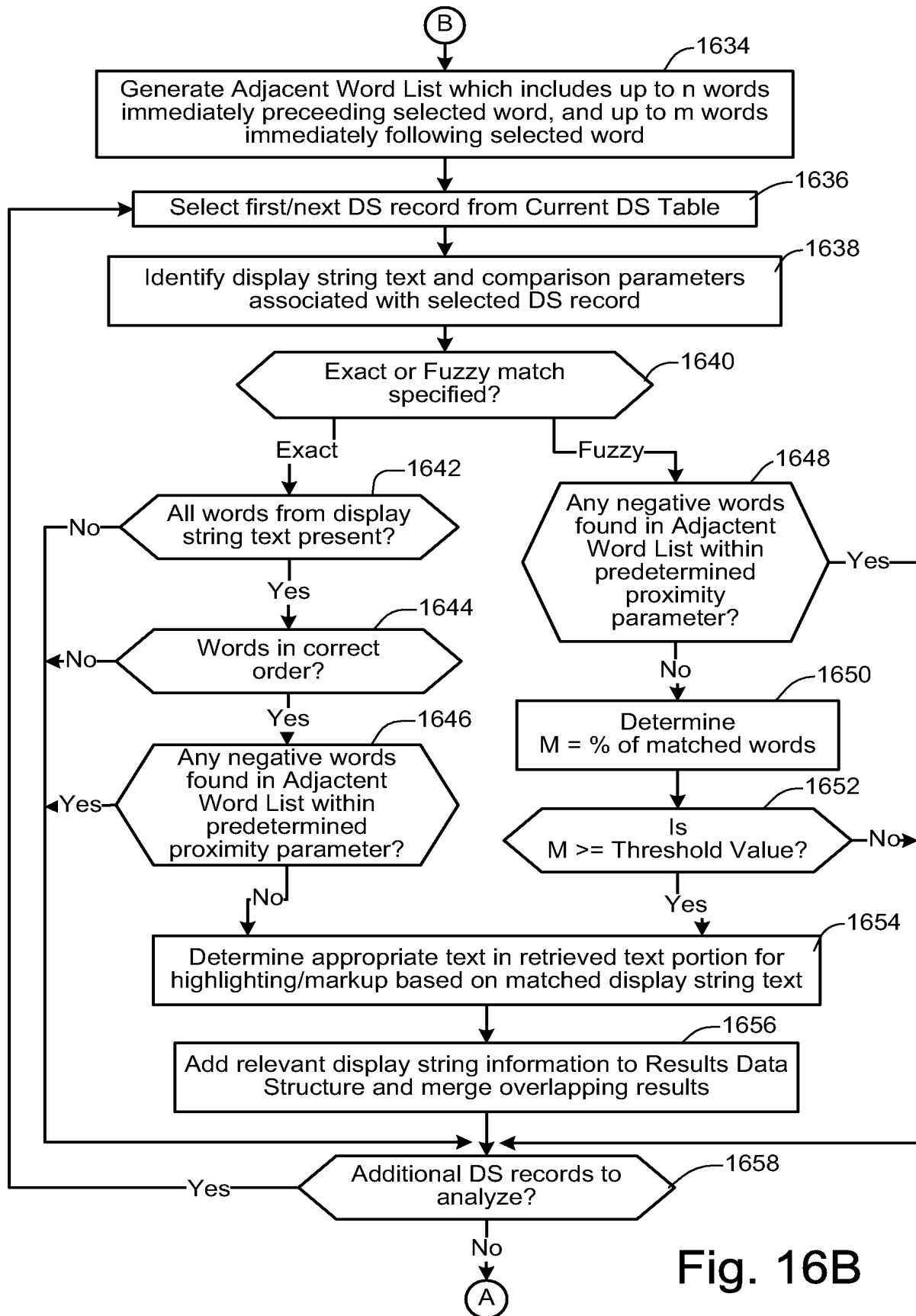
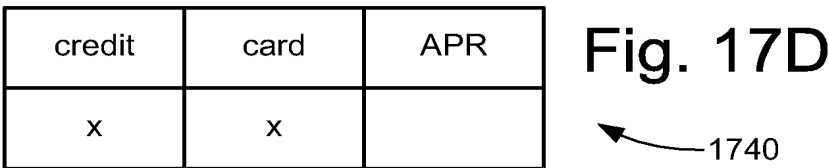
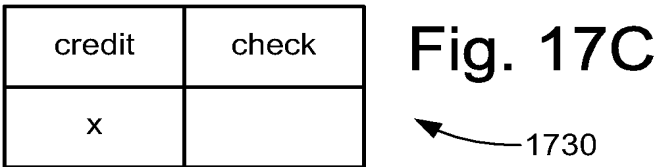
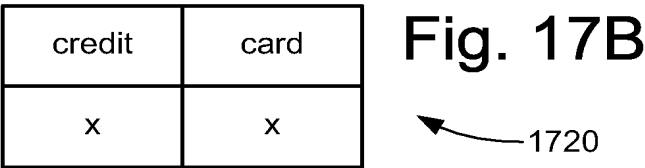
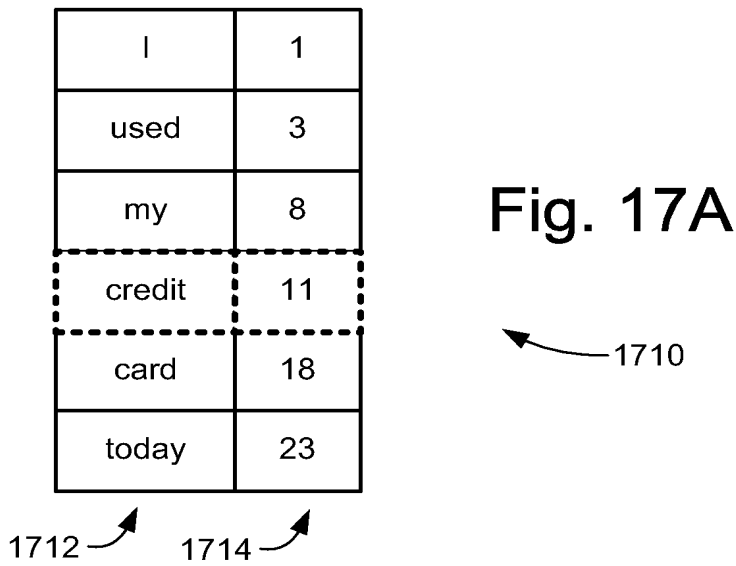


Fig. 16B



4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770

Fig. 17E

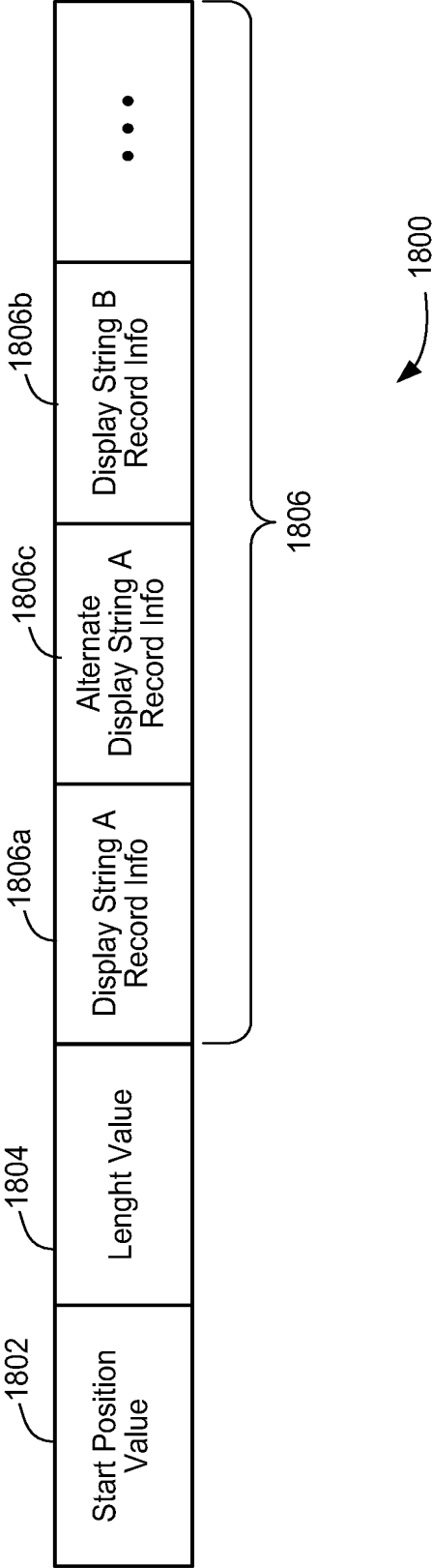
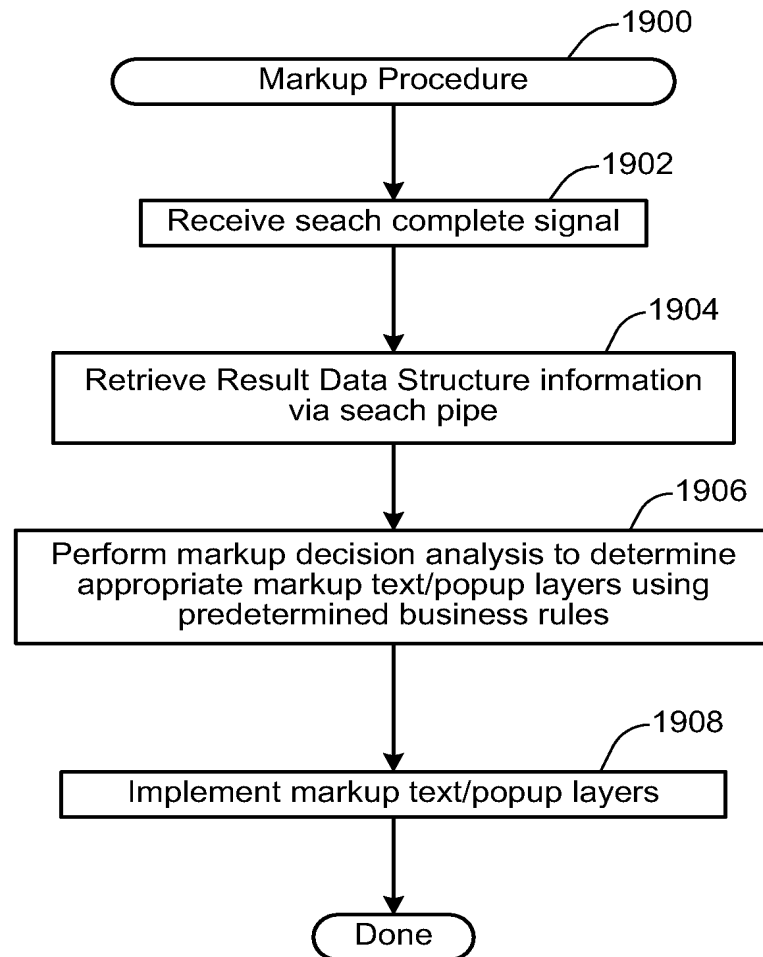


Fig. 18

**Fig. 19**

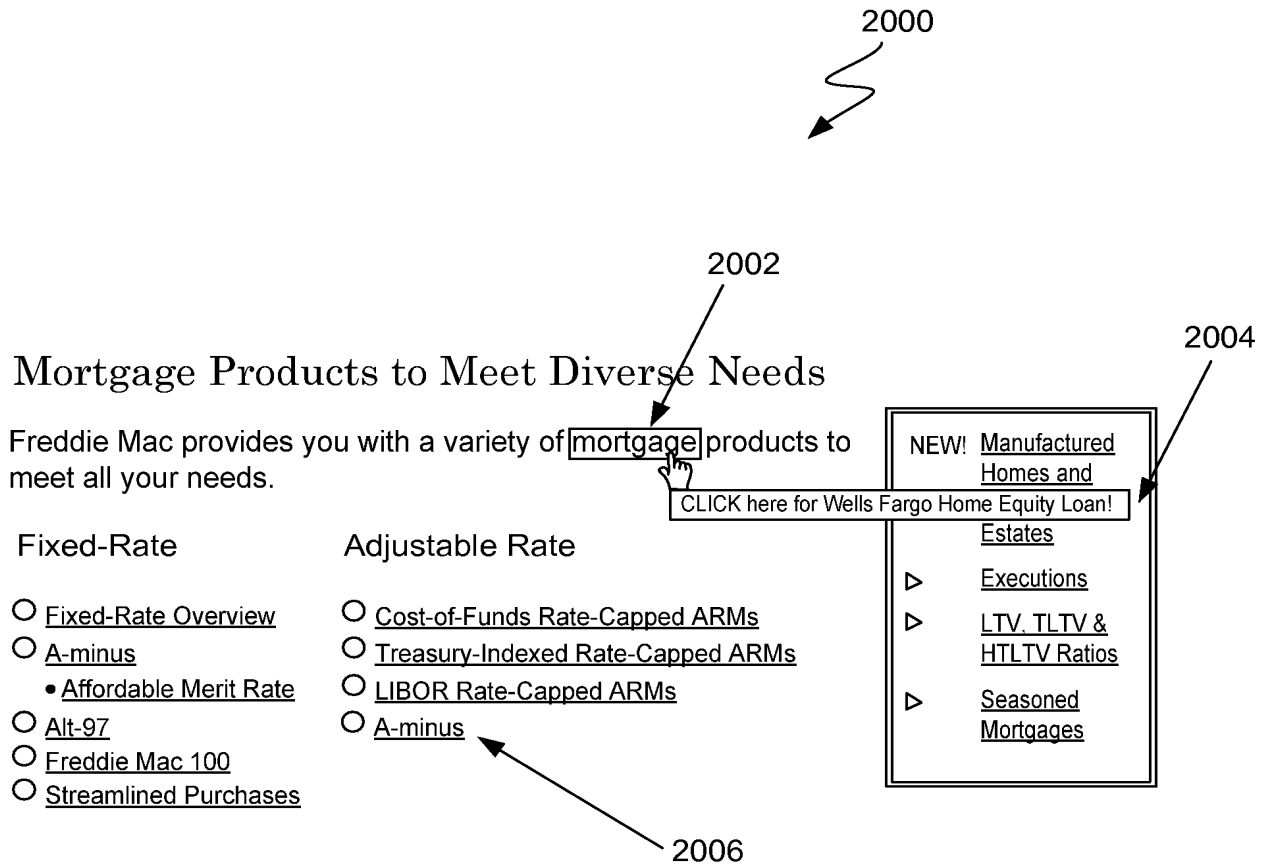


Fig. 20

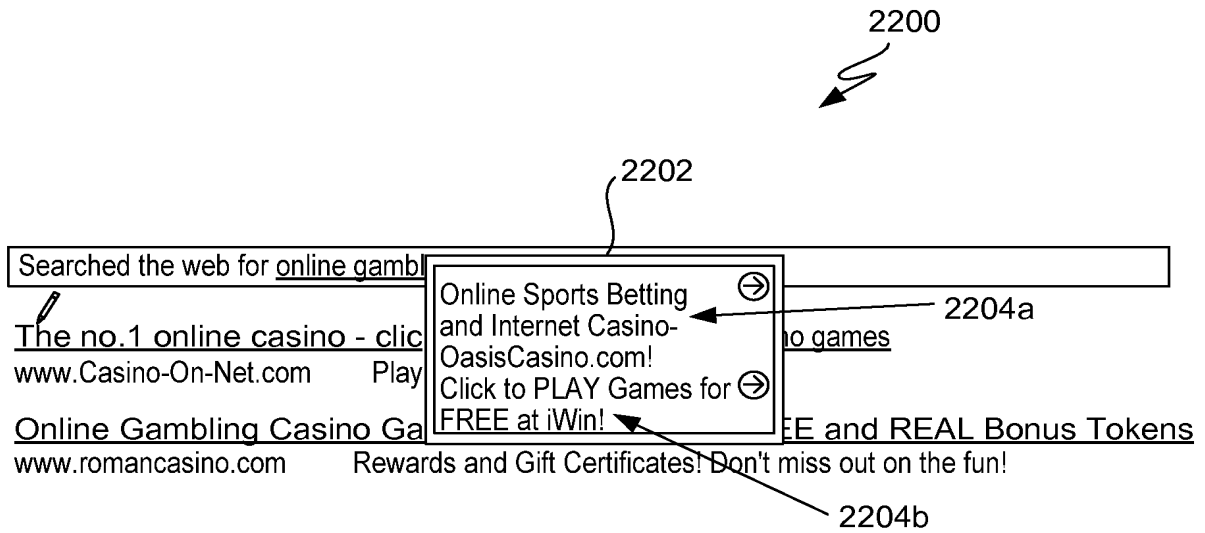


Fig. 21

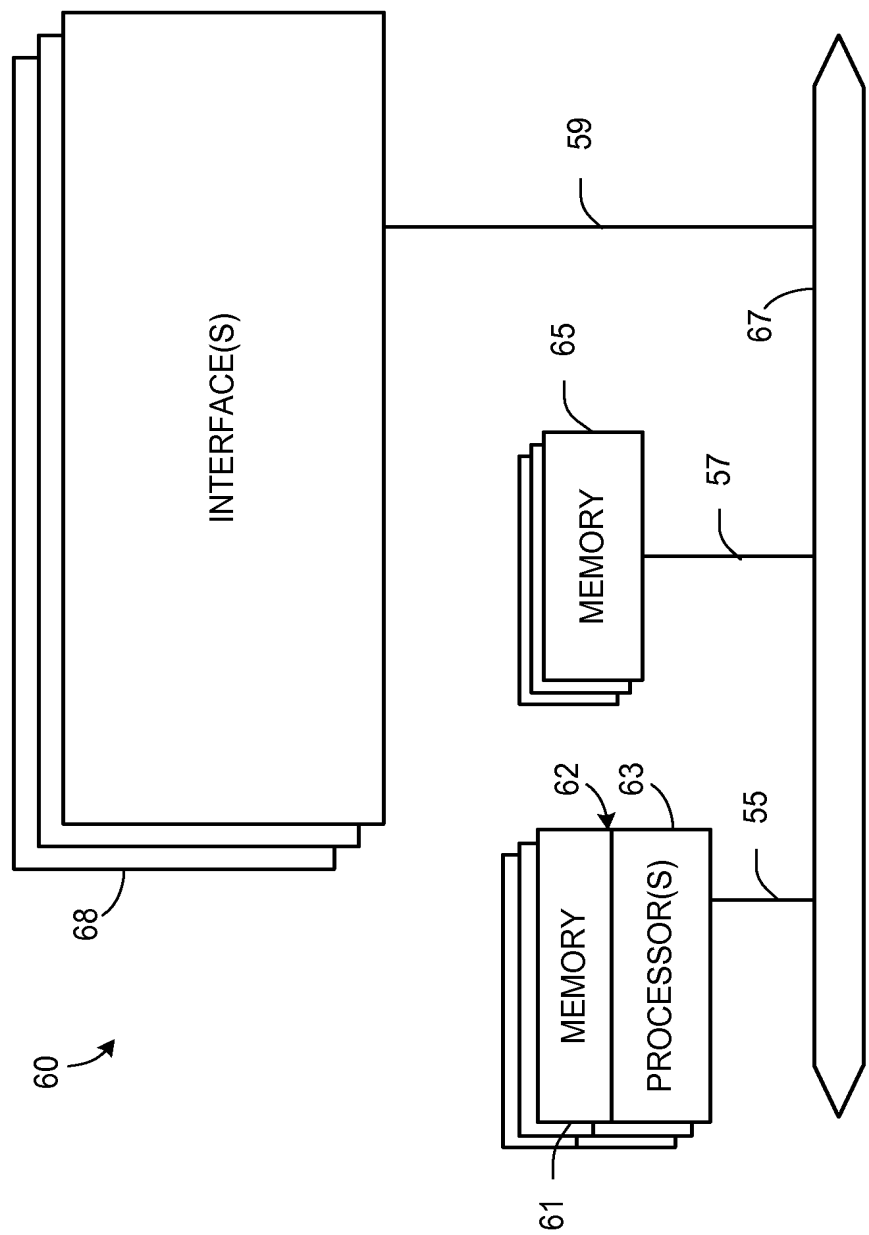


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment:Ent & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

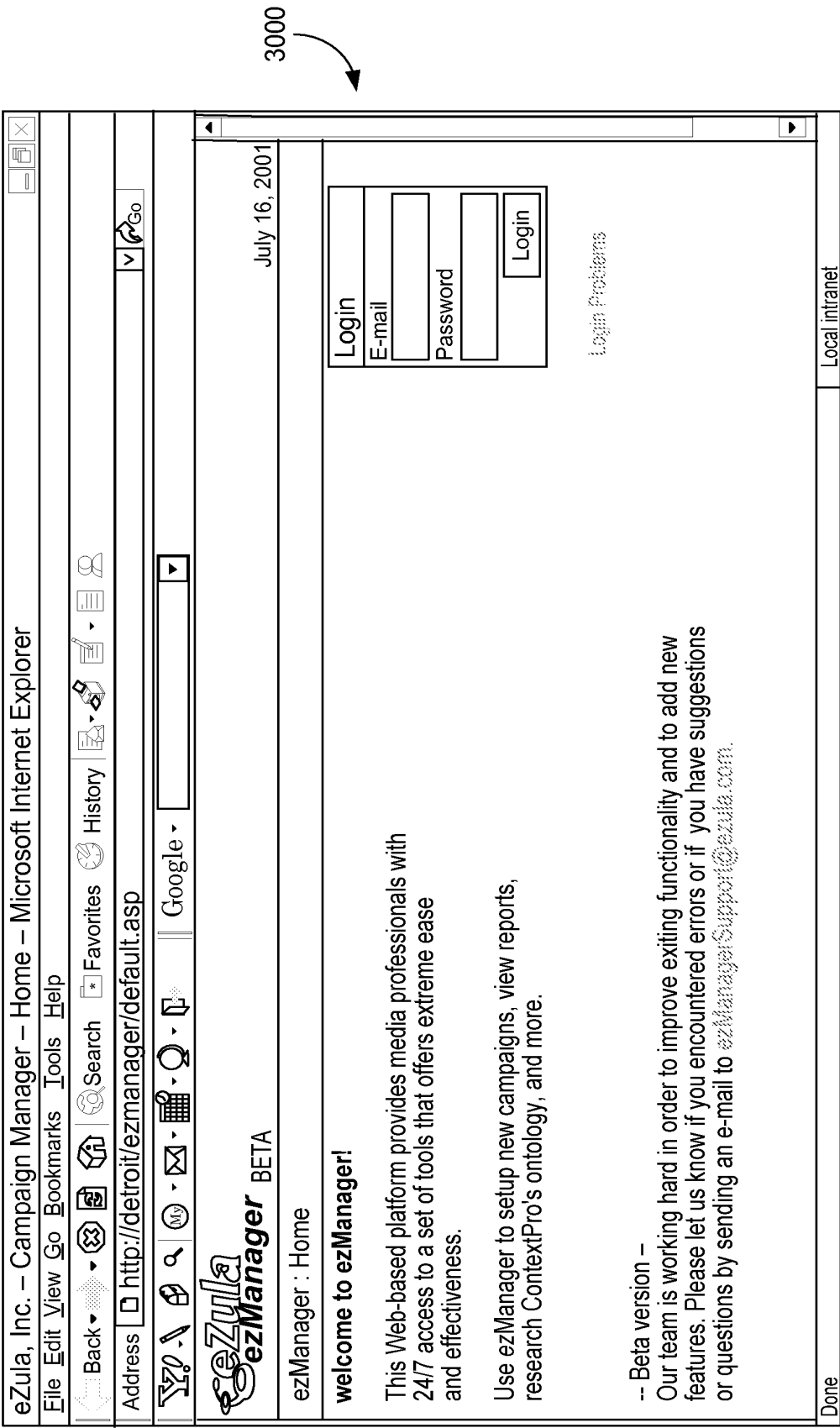
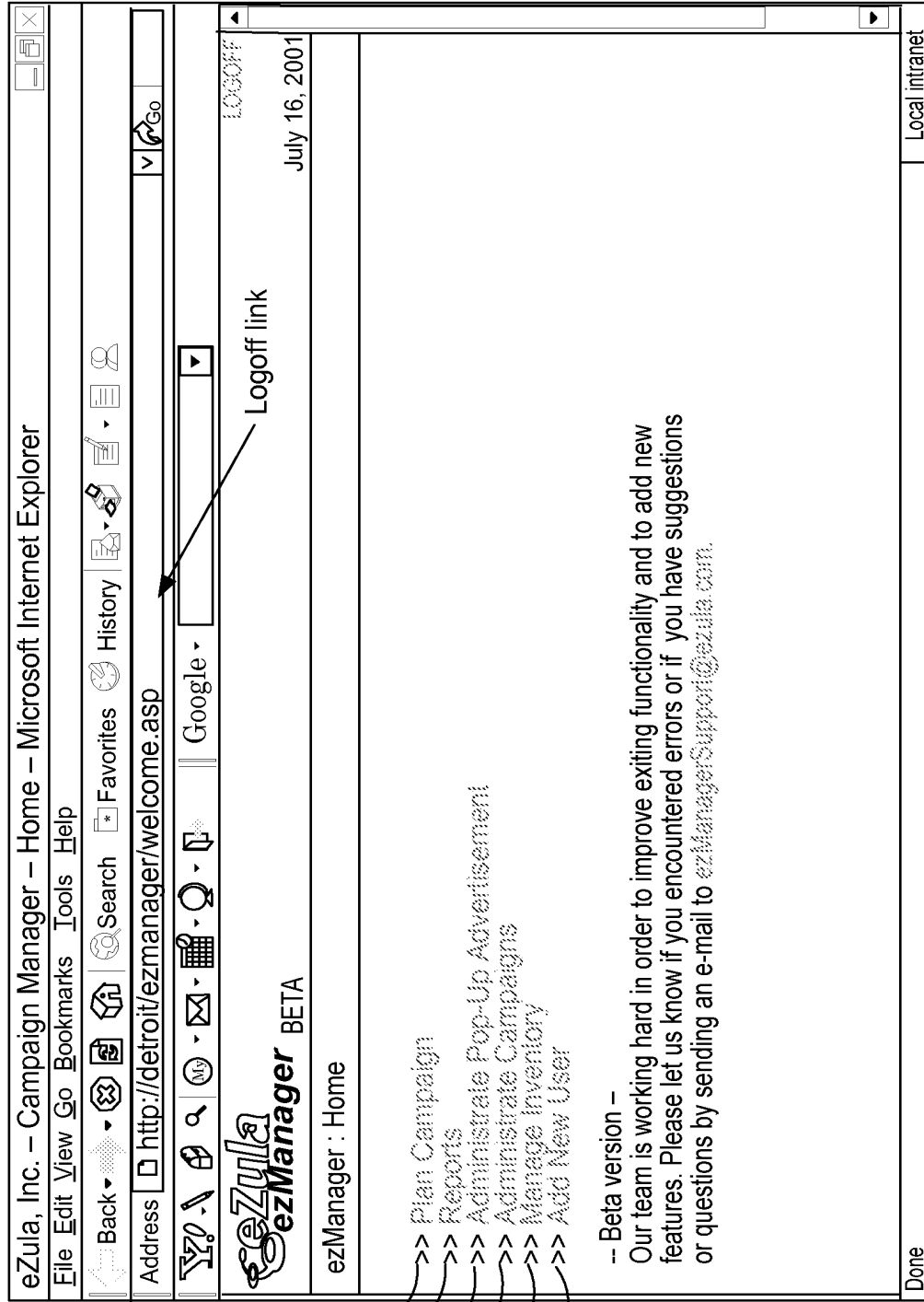


Fig. 24A

3001

26/45



3002

3003

3004

3005

3006

3007

Fig. 24B

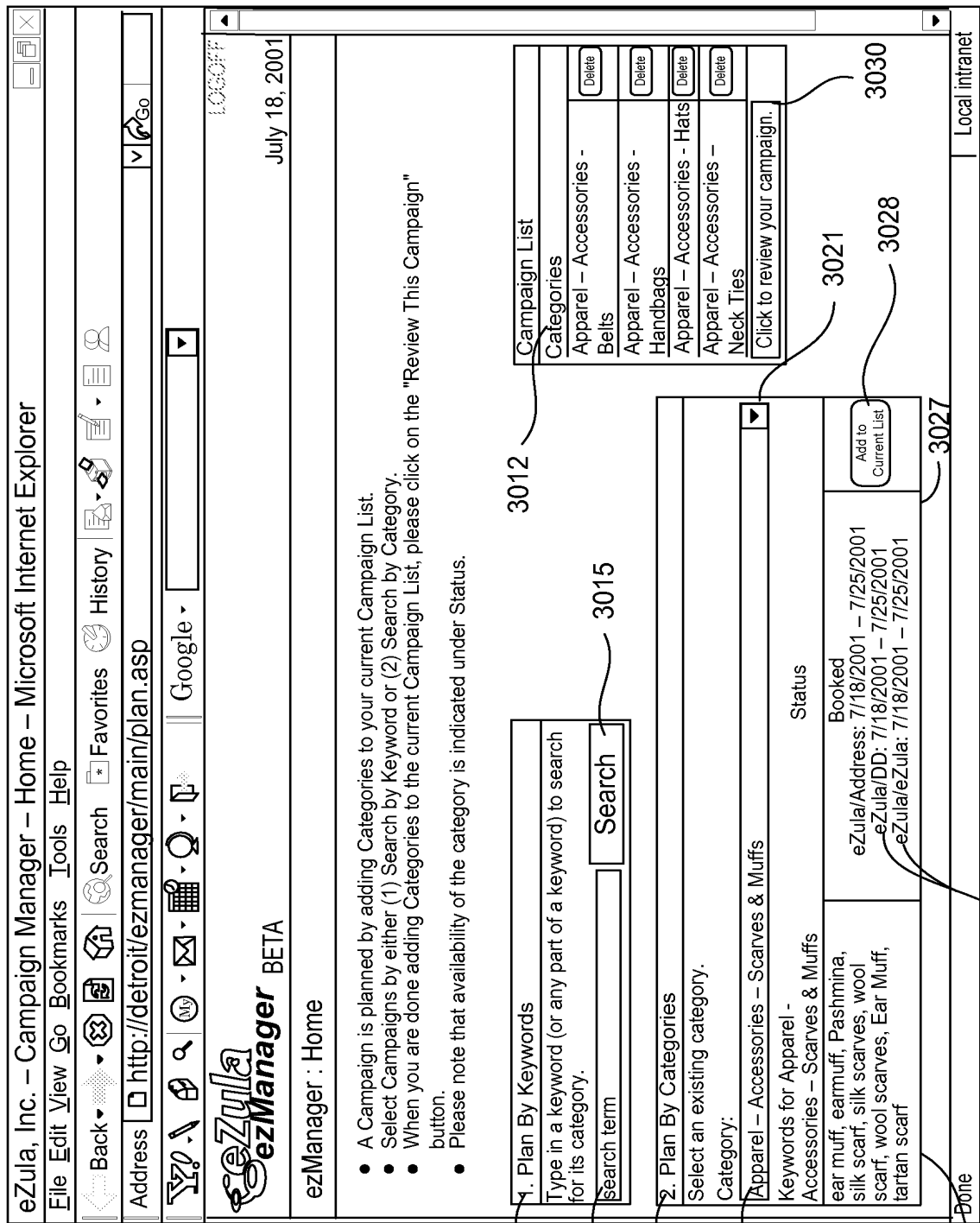


Fig. 24C

3016

Fig. 24D

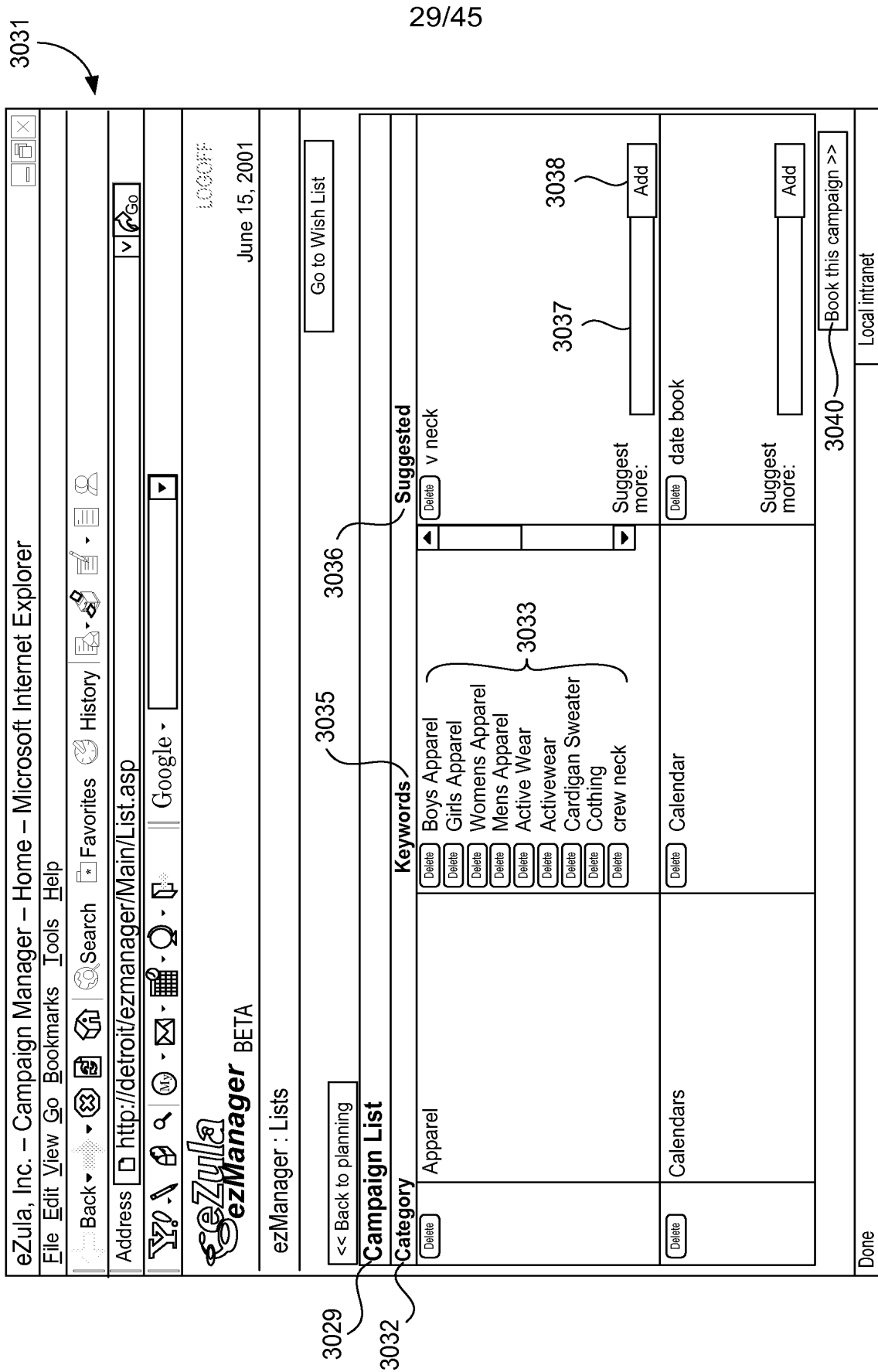


Fig. 24E

3041

eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back Search Favorites History

Address Go

Logout July 2, 2001

ezManager BETA

ezManager : Book a Campaign

Campaign Properties

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3042

3043

3044

3045

3046

3047

3048

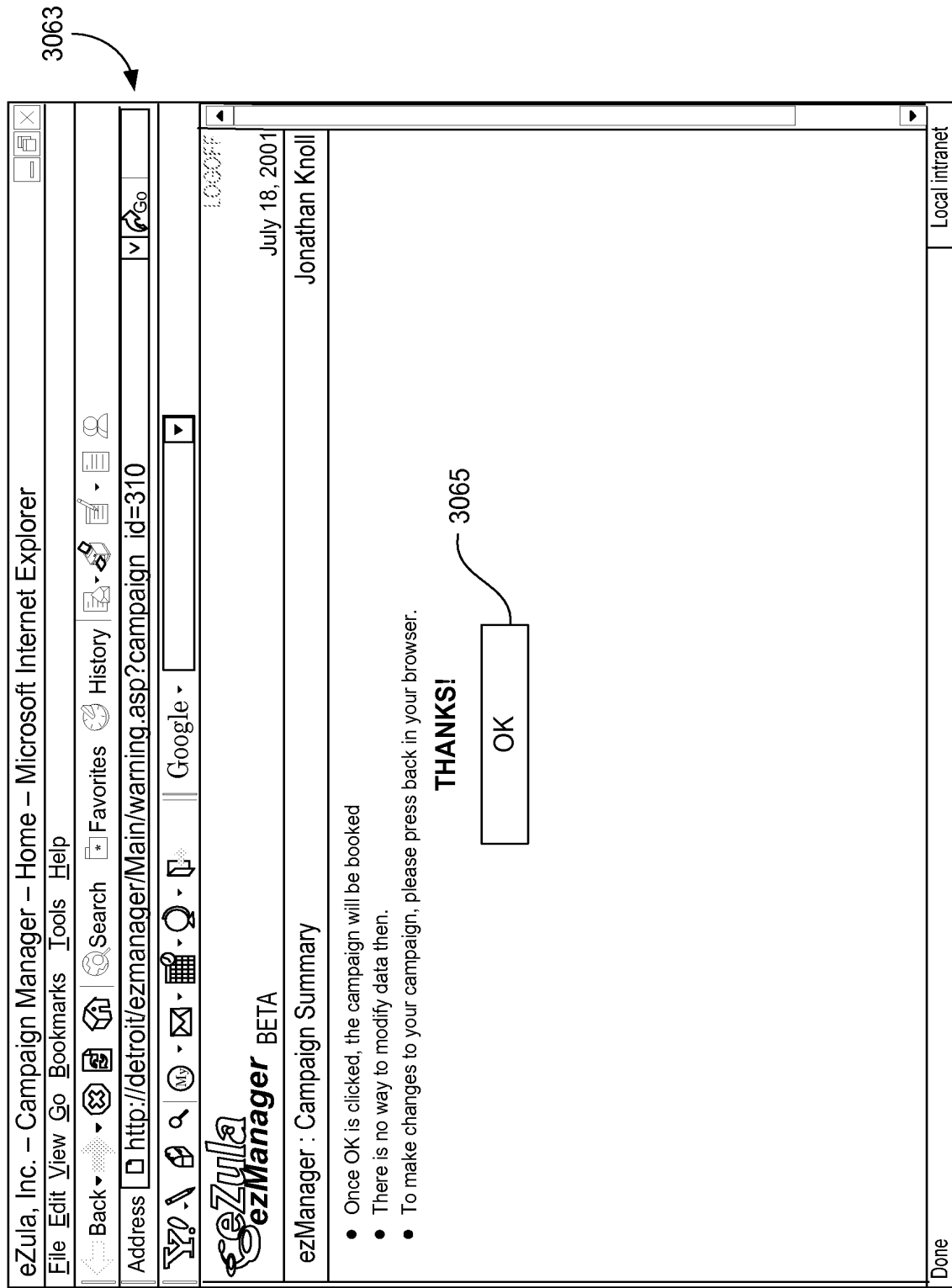
3050

Book a Campaign		
Categories	Keywords	Destination Title
Apparel-Accessories	Ear Muffs, Pashmina, silk scarf, silk scarves	<input type="text" value="http://"/> Update
Apparel-Hawaiian	Aloha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes	<input type="text" value="http://"/> Update
Apparel-Work Clothes and Uniforms	Work Clothing, Uniforms, Work Clothes	<input type="text" value="http://"/> Update
Art-Galleries	Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art	<input type="text" value="http://"/> Update

Done Local intranet

Fig. 24F

Fig. 24G



32/45

Fig. 24H

ezZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back

Search

History

Favorites

Google

Address

http://detroit/ezmanager/main/summary.asp?campaign_id=310&book=&kw=1083&keywords=View+Keyword

Go

ezZula

ezManager

BETA

Logout

July 18, 2001

Jonathan Knoll

ezManager : Campaign Summary

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager: Jonathan Knoll

Partner: eZula

Publishers: DD, Web3K, KaZaA, eAccel

Agency: The Agency

Advertiser: The Advertiser

Begin Date: 7/19/2001

End Date: 7/26/2001

Duration: 7 days

CPC: 0.6

Number of Clicks: 10000

Notes: - Restricted Publishers – Restricted Sites (including advertiser's)

Keyword List

Calendar

april*

august*

december*

february*

january*

july*

june*

march*

may*

november*

october*

september*

Hide

Category Information

Category: Calendars

View Keywords

Booked For: DD, Web3K, KaZaA, eAccel

Category: Computing – Downloads – IM

View Keywords

Booked For: Address, DD, eAccel, eZula, KaZaA, Web3K

Book Campaign

Your campaign has been booked!

Book Another Campaign

Done

Local intranet

3066

3067

3068

Fig. 24I

33/45

eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back

Address

http://detroit/ezmanager/main/Book2.asp?campaign_id=54

Go

Search

History

Google

Logout

July 2, 2001

eZula

ezManager BETA

ezManager : Book a Campaign

The Requested Time of this Campaign conflicts with another campaign for the following Categories. 3071

Conflicting Categories: 7/3/2001 – 7/10/2001

Category	Partner/Publisher	Booked Date	
Apparel – Accessories Sunglasses -1047	Cydoor/Babylon	6/27/2001-7/4/2001	Deleted From List
Apparel – Accessories Sunglasses -1047	Cydoor/Imesh	6/27/2001-7/4/2001	Deleted From List
Apparel – Accessories Sunglasses -1047	Cydoor/LingoWare	6/27/2001-7/4/2001	Deleted From List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001-7/4/2001	Add to Wish List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/Imesh	6/27/2001-7/4/2001	Add to Wish List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001-7/4/2001	Add to Wish List

Please select between the following options:

3070

<< Back

3072

Continue >>

Done

Local intranet

Fig. 24J

Status Indicator. Indicates the current status of the campaign.
The Status be the following::
1. Locked
2. Editable & Uploadable
3. Commit Pending
4. Commit Pending II

Campaign Name

Date and time of last changes to the campaign.

4002

4001

4003

4006

4000

4005

Status	Campaigns	Last Modified	Active Publishers	Initial Upload
○	<u>Affiliates_general_public</u>	2001-06-29 16:37:12		2001-07-11 01:11:51
○	<u>BMG0605_public</u>	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-19 01:03:09
○	<u>Webroot_1_public</u>	2001-06-29 16:38:09		2001-07-03 15:32:44
○	<u>VirtualVegas0518_public</u>	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-19 01:03:10
○	<u>Furniture_Find_public</u>	2001-06-29 16:38:59		2001-07-19 01:03:09
○	<u>Consumer_Info_1_public</u>	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2007-07-11 01:05:45
○	<u>Heartland0530_public</u>	2001-06-29 16:40:05		2001-07-04 00:21:50
○	<u>Kazaa0620_public</u>	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
○	<u>HomeGain0626_public</u>	2001-06-29 16:40:58	Address, DD, eAccel	2001-07-20 00:17:20
○	<u>Webroot0701</u>	2001-06-30 16:52:48		2007-07-10 00:20:49
○	<u>CreditCardSearchEngine0626</u>	2001-07-02 20:43:11	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-13 00:34:22
○	<u>InvoiceDealers0706</u>	2001-07-06 20:23:49	eZula, Address, DD, Web3K, eAccel	2001-07-20 00:19:13
○	<u>Short_Affiliates_General</u>	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, Web3K, KaZaA, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel, NetCaptor	2001-07-20 18:35:35

108

Initial Upload and processing time. This is the time when the Campaign actually started.

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Fig. 25A

Status Indicator. Indicates the current status of the campaign.
The Status be the following:
1. Locked
2. Editable & Uploadable
3. Commit Pending
4. Commit Pending II

Campaign Name

Date and time of last changes to the campaign.

Initial Upload and processing time.
This is the time when the Campaign actually started.

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Fig. 25A

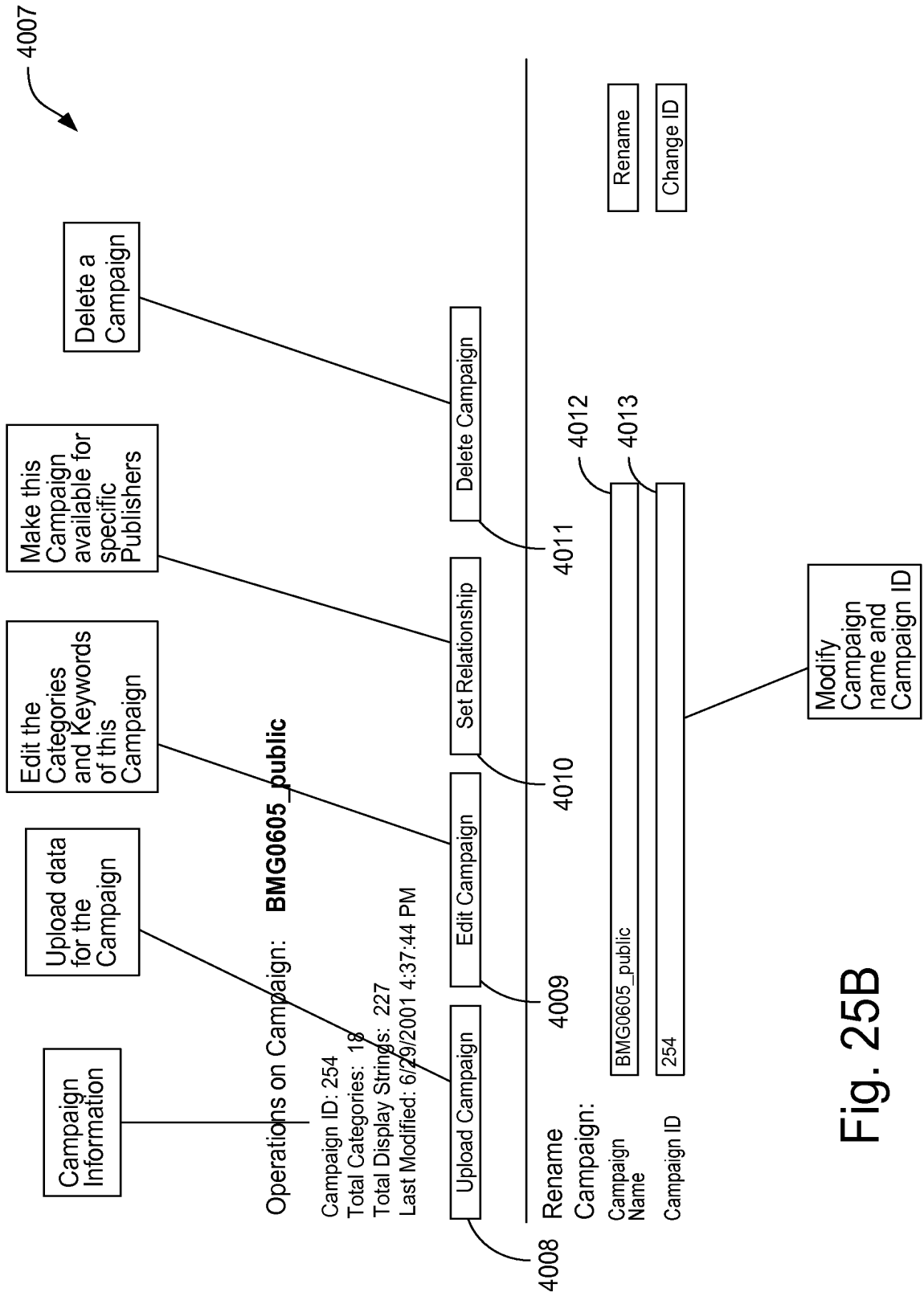


Fig. 25B

Campaign name

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter Current Index: all

Click to manage keywords

Click for Category Properties

Scroll through the Categories

Edit campaign: BMG0605_public

Edit Category	Edit keyword of the category
Music – Styles Classical	Keywords
Music – Styles Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music – Artists - Beatles	Keywords
Music – Artists - Enya	Keywords
Music – Styles Jazz	Keywords
Music – Artists - Madonna	Keywords
Music - Club	Keywords
Music – Styles Country	Keywords
Music – Styles Rock	Keywords
Music – Styles Rap Hip Hop	Keywords
Music – Styles Pop	Keywords
Music – Styles Soul	Keywords
Music – Styles Alternative	Keywords

Records 1 to 15 of 18

Fig. 25C

4018

Edit Category Properties

Category	Music – Styles Classical
Current Site	www.bmgmusicservice.com
EDIT	
Limit per page	3
Priority	100
Site:	<div> To change: select a new site from the list ----- Sites ----- </div> <div> OR Add a new site (http://www.site.com) </div>
Site logic	<input type="checkbox"/> Unchecked: This category will NOT show in this site <input checked="" type="checkbox"/> Checked: This category will ONLY show in this site
Save Changes	

4025

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Site Logic – show or do not show this category on the specified site(s)

Select Site from list or add new Site

4020

4021

4022

4023

Fig. 25D

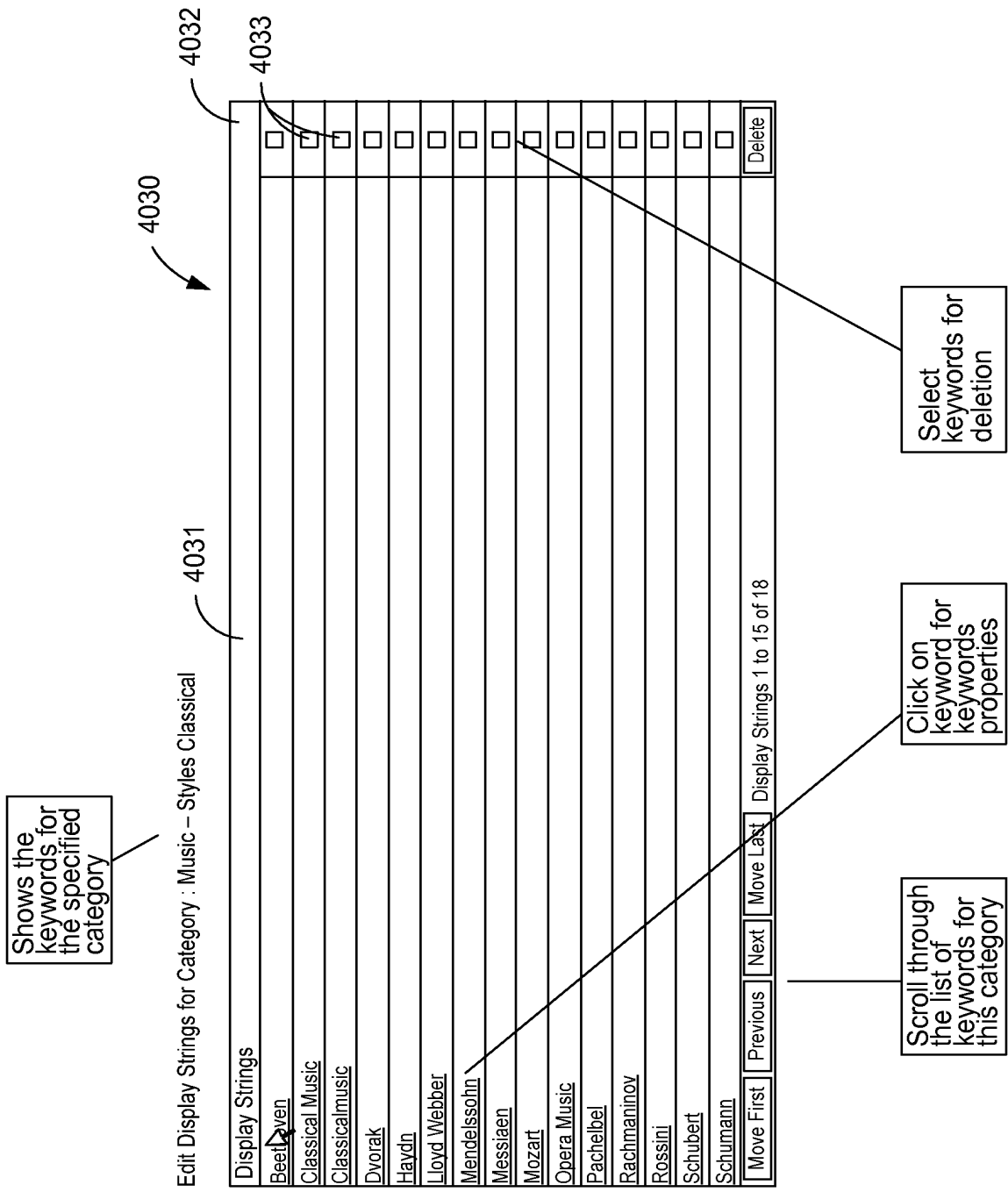


Fig. 25E

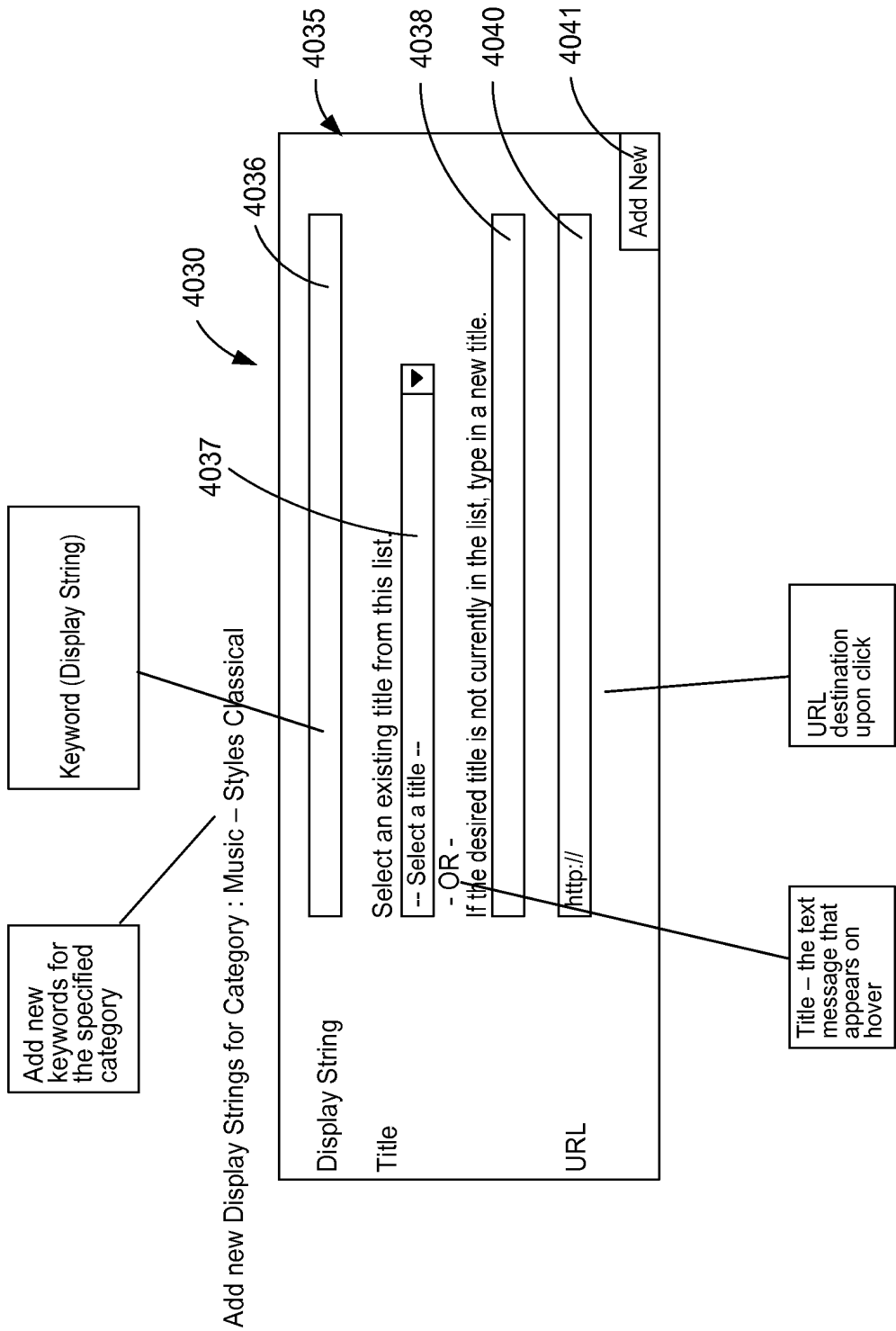


Fig. 25F

Manage properties for this specific keyword

Current title

Change Title

4042

Edit Display String Properties

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

Edit

4043

Change to another title of this campaign.

-- Select a title --

OR

4046

Change current title

CLICK for POP music at the BMG Music Club!

4048

URL

<http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072668&bfpage=pop>

Negatives

4047

\$CPC

0.2

Append

Check to append the Title to the Display String like:
Sade @ [TITLE]

4050

Manage destination URL

Check for Append-
this will append the
title in the specified
format

Add negatives in order
to fine tune the context
of the word within the
surrounding text.

CPC – cost
per click

Save Changes

Fig. 25G

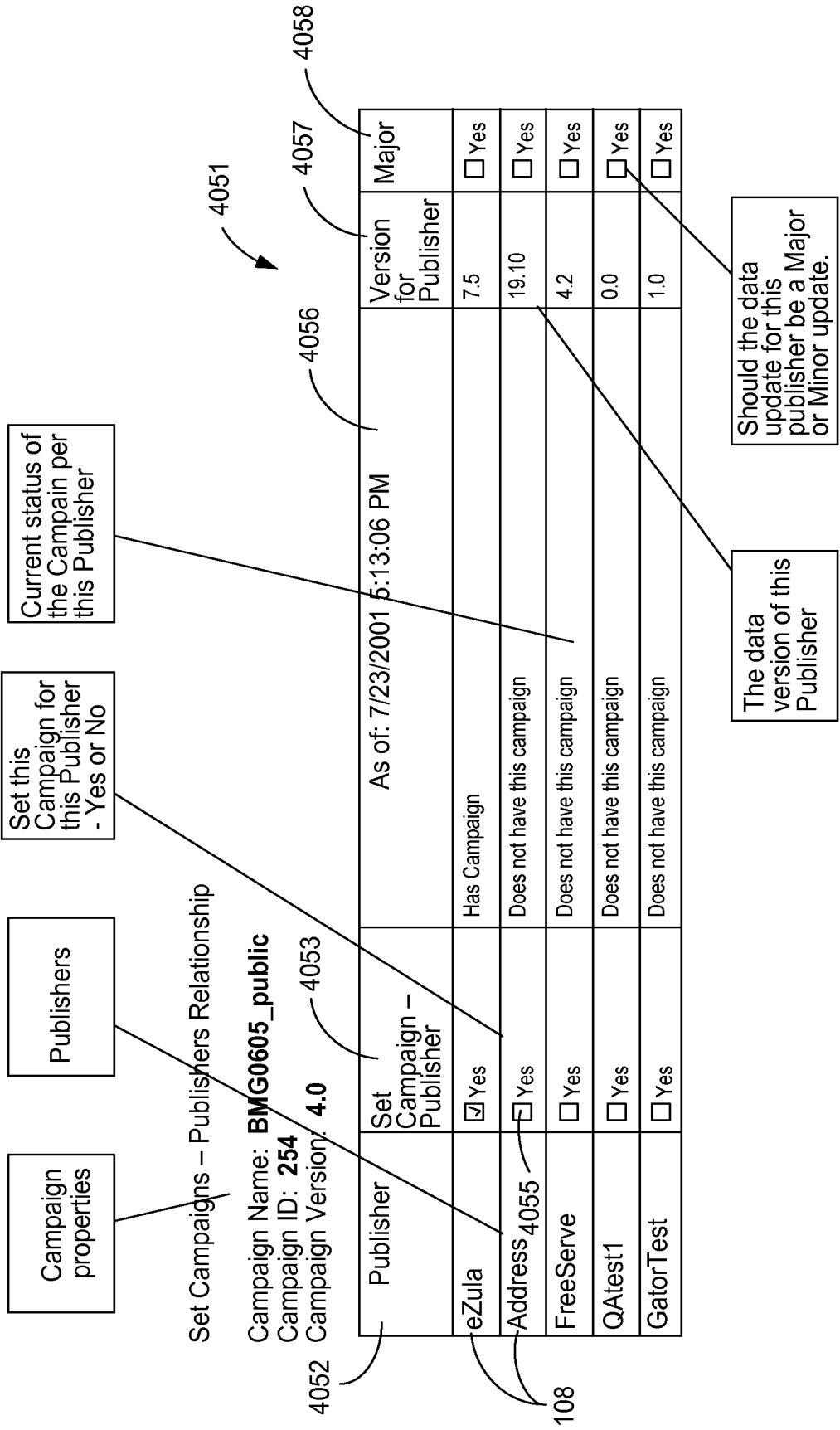


Fig. 25H

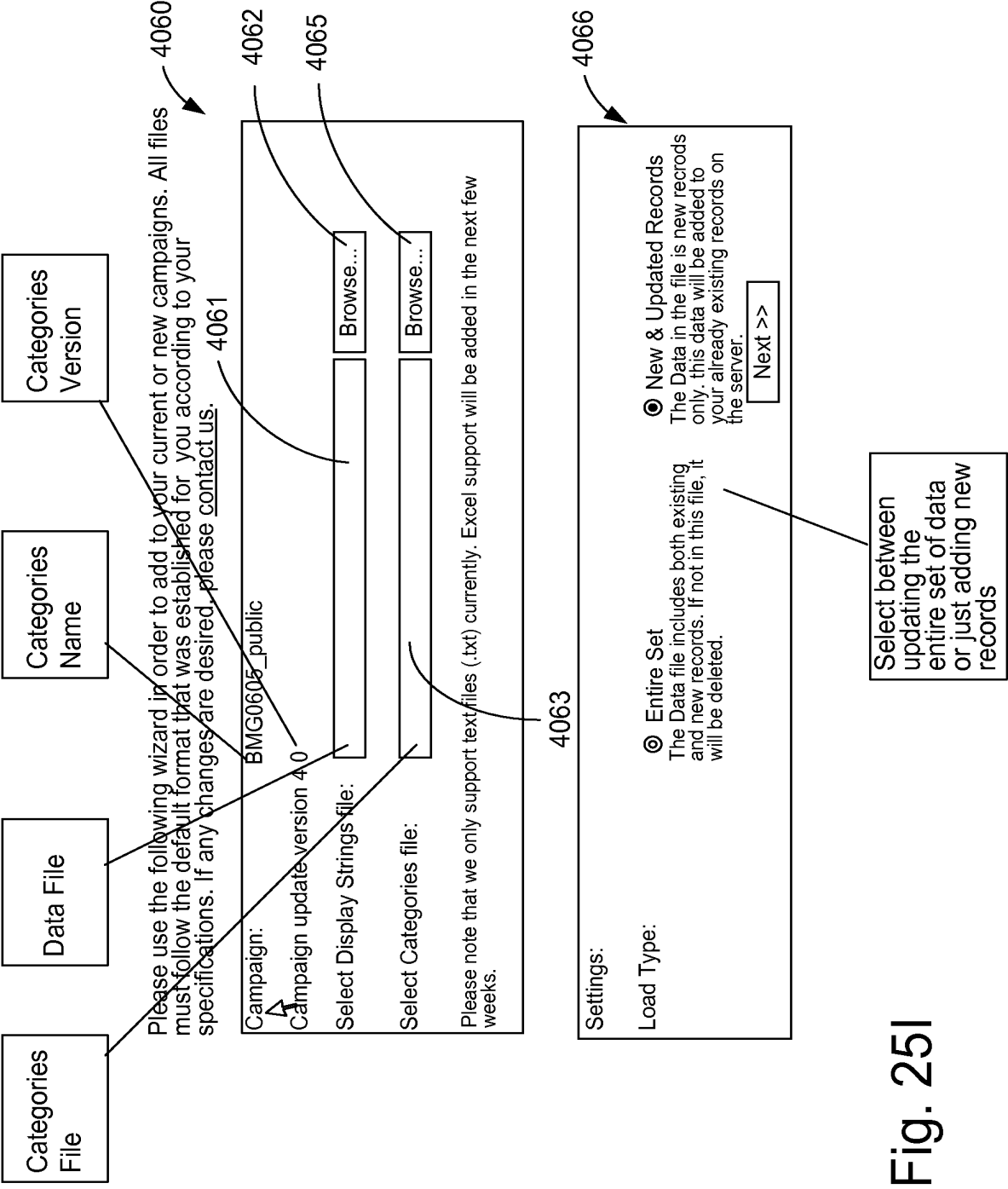


Fig. 25I

Domain name

Select for deletion

The restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J